

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Great American Media (GMMB)
3050 K Street N, Suite 100
Washington, DC 20007

Contract / Revision 485655 /		Alt Order # 06236978
Product DSCC IE		
Contract Dates 10/09/12 - 11/06/12		Estimate # 1407
Advertiser DSCC		Original Date / Revision 10/30/12 / 10/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 44	KVVU	10/16/12	11/05/12	TMZ	730-8p		:30			NM	19	\$10,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 41.8,41.9,41.10,41.11										
	2	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 38.13,38.14,38.15,38.16,38.17,38.18,38.19,38.20,38.21,38.22,38.23,38.24,38.25,38.26,38.27,38.28,38.29,38.30,;										
	3	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 38.13,38.14,38.15,38.16,38.17,38.18,38.19,38.20,38.21,38.22,38.23,38.24,38.25,38.26,38.27,38.28,38.29,38.30,;										
	4	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 41.8,41.9,41.10,41.11										
	5	KVVU	10/16/12-10/22/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
		See MG 41.8,41.9,41.10,41.11										
Week:		10/23/12	10/29/12	MTWTF--				5	\$675.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
485655 /	06236978

Contract Dates	Product	Estimate #
10/09/12 - 11/06/12	DSCC IE	1407

Advertiser	Original Date / Revision
DSCC	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	7	KVVU	10/23/12-10/29/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
			See MG 35.16,35.17,35.18									
	8	KVVU	10/23/12-10/29/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
			See MG 41.5,41.6,41.7									
	9	KVVU	10/23/12-10/29/12	TMZ	730-8p	MTuWThF----	:30		\$675.00	NM		
			See MG 44.16,44.17,44.18,44.19,44.20,44.21,44.22,44.23,44.24,44.25,44.26									
	16	KVVU	10/25/12-10/25/12	Extra	M-Sa 8-10p/Su 7-1	-----Th-----	:30		\$500.00	NM		
	Ⓜ	MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
	17	KVVU	10/25/12-10/25/12	TMZ	M-Sa 8-10p/Su 7-1	-----Th-----	:30		\$675.00	NM		
	Ⓜ	MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
	18	KVVU	10/28/12-10/28/12	Simpsons/Simpsons	M-Sa 8-10p/Su 7-1	-----Su	:30		\$825.00	NM		
	Ⓜ	See MG 44.27,44.28										
	19	KVVU	10/30/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$900.00	NM		
	Ⓜ	MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
	20	KVVU	10/30/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$900.00	NM		
	Ⓜ	MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
	21	KVVU	10/30/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	MTuWThF----	:30		\$900.00	NM		
	Ⓜ	MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
	22	KVVU	10/30/12-11/05/12	More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
	Ⓜ	MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
	23	KVVU	10/30/12-11/05/12	More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
	Ⓜ	MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
	24	KVVU	10/30/12-11/05/12	More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
	Ⓜ	MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
	25	KVVU	10/30/12-11/05/12	More M-F 9-10a	M-F 9a-10a	MTuWThF----	:30		\$275.00	NM		
	Ⓜ	MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
	26	KVVU	10/27/12-10/27/12	TMZ Weekend	Sat 130-230am	-----Sa--	:30		\$150.00	NM		
	Ⓜ	MG for 37.2,42.5,42.3,33.2,58.2,38.33,10.3,29.8,38.12,44.9										
	27	KVVU	10/31/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M---WThF----	:30		\$700.00	NM		
	Ⓜ	MG for 44.18 10/28										
	28	KVVU	10/31/12-11/05/12	Fox 5 News @ 430am	M-Th, Sun 430-5a	M---WTh---Su	:30		\$125.00	NM		
	Ⓜ	MG for 44.18 10/28										
Week: 10/30/12		11/05/12	MTWTF--		5			\$675.00				
Totals											368	\$307,060.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	246	\$217,070.00	\$184,509.50
10/29/12 - 11/06/12	122	\$89,990.00	\$76,491.50
Totals	368	\$307,060.00	\$261,001.00

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT30/12 13.43
*** KVVU-TV ***

REP HEADLINE# 6236978 TRF# 485655
\$\$\$ MOD# 10: UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME ISS/DSCC IE REP. # OFF. # 762 SALESMAN #
AGY # 70858 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MAURA GILROY

3050 K ST NW, SALES PRSN PH- TERESA DIFURIA
WASHINGTON, DC 20007

ORDER # CONTRACT # 6236978 CLASS: NATL. LOCAL REGIONAL

PRDCT DSCC IE EST#1407 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 NOV6/12 WK-5

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT30/12 13.43

REP: OK'D M18-19
SEE LINES 152-154
TOTAL SAME
PLS CNF THANKS
NIKKI

STA:
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1407

106	S		900P-930P	30		\$950.00	10/29	10/29	0		MON	0
-----	---	--	-----------	----	--	----------	-------	-------	---	--	-----	---

PROGRAM : EXTRA
ORD COM1 : SPOTS N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 96-133

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
*** KVVU-TV ***
CHANGES
OCT30/12 13.43

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
146	S		900P-1000P	30		\$825.00	10/28	10/28	0		SUN	0
PROGRAM : SIMPSONS/SIMPSONS ORD COM1 : SPOTS N/A DUE TO SPORTS. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 143-148												
152	A		700P-730P	30		\$950.00	10/29	10/29	1		MON	1
PROGRAM : EXTRA ORD COM1 : TP CHG DUE TO NO WORLD SERIES GAME. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT29 ON LINE-106 FOR 1 SPOT/WK												
153	A		700A-900A	30		\$700.00	10/31	11/5	1		W-F,M	1
PROGRAM : NEWS ORD COM1 : SPOT N/A DUE TO BASEBALL RUNNING LONG. SEE MG OFFER. NOT PRE-BOOKED ORD COM2 : PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT28 ON LINE-146 FOR 1 SPOT/WK												
154	A		430A-459A	30		\$125.00	10/31	11/5	1		W-F,M	1
PROGRAM : NEWS ORD COM1 : SPOT N/A DUE TO BASEBALL RUNNING LONG. SEE MG OFFER. NOT PRE-BOOKED ORD COM2 : PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 153-154												
STATION MAKEGOOD OFFERS:												
M18	OK'D		BUY#106			MISSED: MON/900P-930P	OCT29		30S	\$950.00	(OCT29/12)	
						OFFER: MON/700P-730P	OCT29		30S	\$950.00	PLS ADVISE.	
CMT: TP CHG DUE TO NO WORLD SERIES GAME. PRE-BOOKED PLS APPROVE.												
M19	OK'D		BUY#146			MISSED: SUN/900P-1000P	OCT28		30S	\$825.00	(OCT29/12)	
						OFFER: W-F,M/700A-900A	OCT31		30S	\$700.00	PLS ADVISE.	
						& W-F,M/430A-459A	OCT31		30S	\$125.00		
CMT: SPOT N/A DUE TO BASEBALL RUNNING LONG. SEE MG OFFER. NOT PRE-BOOKED												
CMT: PLS APPROVE.												
OCT/12	221180.00	NOV/12	85880.00					CONTRACT TOTAL	307060.00			
								TOTAL SPOTS	368			

REP: TEL# 610-293-4100

FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!

OCT30/12 13.43

ORDER WORKSHEET

HARRIS REPORT FROM REP

*** KVVU-TV ***

CHANGES

REP HEADLINE# 6236978

TRF# 485655

\$\$\$ MOD# 10: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	/WK	INVT	:	:SPTS:

MARKET TOTALS \$1,535,300

KVVU 20%

KSNV 27%

KTUD 0%

KLAS 28%

KTNV 18%

KVMY 5%

KVCW 2%

CABL 0%

SVC- NSI

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE